WHAT IS CLAIMED IS:

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1. A method for protecting an article from a high temperature, oxidative environment, said method comprising:

providing a substrate;

providing an ion plasma deposition target, said target comprising from about 2 atom percent to about 25 atom percent chromium, and the balance comprising aluminum; and

depositing a protective coating onto said substrate using said target in an ion plasma deposition process.

- 2. The method of claim 1, wherein providing said target comprises providing a target further comprising a material selected from the group consisting of zirconium, hafnium, tantalum, silicon, yttrium, titanium, lanthanum, cerium, carbon, boron, and combinations thereof.
 - 3. The method of claim 2, wherein providing said target comprises providing a target further comprising up to about 4 atom percent of a material selected from the group consisting of zirconium, hafnium, tantalum, silicon, yttrium, titanium, lanthanum, cerium, and combinations thereof; and up to about 0.2 percent of a material selected from the group consisting of carbon, boron, and combinations thereof.
- 4. The method of claim 3, wherein providing said target comprises providing a target comprising

about 9 atom percent chromium, about 1 atom percent zirconium, and the balance comprising aluminum.

5. The method of claim 3, wherein providing said target comprises providing a target comprising

about 9 atom percent chromium, about 1 atom percent zirconium, about 2 atom percent tantalum, and the balance comprising aluminum.

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6. The method of claim 3, wherein providing said target comprises providing a target comprising

about 9 atom percent chromium, about 1.5 atom percent hafnium, about 1.5 atom percent silicon, and at least about 85 atom percent aluminum.

- 7. The method of claim 1, further comprising: coating said substrate with a metal layer prior to depositing said protective coating.
- 8. The method of claim 7, wherein coating said substrate with a metal layer comprises coating said substrate with a metal layer comprising at least one of platinum, palladium, nickel, and cobalt.
 - 9. The method of claim 8, further comprising: heat treating said substrate after coating said substrate with said metal layer.
- 10. The method of claim 9, wherein heat treating comprises heating said substrate to a temperature in the range from about 900°C to about 1200°C for a time in the range from about 30 minutes to about 8 hours.
 - 11. The method of claim7, wherein coating said substrate with a metal layer comprises coating with a layer having a thickness in the range from about 2 micrometers to about 25 micrometers.
- 20 12. The method of claim11, wherein coating said substrate with a metal layer comprises coating with a layer having a thickness in the range from about 2 micrometers to about 6 micrometers.
 - 13. The method of claim 1, further comprising heat treating said substrate after depositing said protective coating.
- 25 14. The method of claim 13, wherein heat treating comprises heating said substrate to a temperature in the range from about 700°C to about 1200°C for a time in the range from about 30 minutes to about 8 hours.
 - 15. The method of claim 1, wherein providing said substrate comprises providing at least one of a nickel alloy, an iron alloy, and a cobalt alloy.
- 30 16. The method of claim 15, wherein providing said substrate comprises providing a superalloy.

- 17. The method of claim 16, wherein providing said superalloy comprises providing a component for service in a hot gas path of a gas turbine assembly.
- 18. The method of claim 1, wherein providing a substrate comprises providing a substrate comprising at least one coating.
- 5 19. The method of claim 1, wherein providing said ion plasma deposition target comprises providing a target manufactured using at least one of casting and powder metallurgy processing.
 - 20. The method of claim 1, wherein depositing said protective coating onto said substrate further comprises applying a negative potential bias to said substrate.
- 10 21. The method of claim 20, wherein applying said negative potential bias comprises applying a potential bias in the range from about -10 volts to about -1000 volts.
 - 22. The method of claim 21, wherein applying said negative potential bias comprises applying a potential bias in the range from about -50 volts to about -250 volts.
 - 23. The method of claim 1, wherein depositing said protective coating onto said substrate further comprises grounding said substrate.
 - 24. The method of claim1, wherein depositing said protective coating comprises depositing a protective coating having a thickness in the range from about 5 micrometers to about 250 micrometers.
- The method of claim 24, wherein depositing said protective coating comprises
 depositing a protective coating having a thickness in the range from about 25 micrometers to about 75 micrometers.
 - 26. The method of claim 1, further comprising coating said protective layer with a thermal barrier coating.
- The method of claim 26, wherein coating said protective layer with a thermal barrier
 coating comprises coating said protective layer with a thermal barrier coating comprising
 yttria-stabilized zirconia.
 - 28. The method of claim 1, wherein depositing said protective coating comprises forming a protective coating comprising at least 80 volume percent of a single phase.
- 29. The method of claim 28, wherein depositing said protective coating comprises forming a protective coating comprising at least 80 volume percent of a B2-structured aluminide intermetallic phase.

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- 30. The method of claim 1, wherein depositing said protective coating comprises forming a protective coating comprising at least two phases.
- 31. The method of claim 30, wherein depositing said protective coating comprises forming a protective coating comprising a B2-structured aluminide intermetallic phase and platinum aluminide (PtAl₂).
- 32. A method for protecting an article from a high temperature, oxidative environment, said method comprising:

providing a substrate comprising a nickel-based superalloy; providing an ion plasma deposition target, said target comprising

from about 2 atom percent to about 25 atom percent chromium,

up to about 4 atom percent of a material selected from the group consisting of zirconium, hafnium, tantalum, silicon, yttrium, titanium, lanthanum, cerium, and combinations thereof,

up to about 0.2 percent of a material selected from the group consisting of carbon, boron, and combinations thereof, and

at least about 70 atom percent aluminum;

depositing a protective coating onto said substrate using said target in an ion plasma deposition process, wherein a negative potential bias is applied to said substrate during deposition of said protective coating; and

heat treating said substrate after depositing said protective coating;

wherein after heat treating, said protective coating comprises a B2-structured aluminide intermetallic phase.

33. The method of claim 32, further comprising:

coating said substrate with a metal layer comprising at least one of platinum, palladium, nickel, and cobalt; and

heat treating said substrate after coating said substrate with said metal layer.

34. An alloy comprising:

from about 2 atom percent to about 25 atom percent chromium;

up to about 4 atom percent of a material selected from the group consisting of zirconium, hafnium, tantalum, silicon, yttrium, titanium, lanthanum, cerium, and combinations thereof;

		carbon, boron, and combinations thereof; and
		at least about 70 atom percent aluminum.
!	35.	The alloy of claim 34, wherein said alloy comprises at least about 80 atom percent
5	alum	inum.
	36.	The alloy of claim 35, wherein said alloy comprises at least about 85 atom percent
	alum	inum.
	37.	The alloy of claim 34, wherein said alloy comprises:
		about 9 atom percent chromium;
10		about 1 atom percent zirconium; and
		at least about 85 atom percent aluminum.
	38.	The alloy of claim 34, wherein said alloy comprises:
		about 9 atom percent chromium;
		about 1 atom percent zirconium;
15		about 2 atom percent tantalum; and
		at least about 85 atom percent aluminum.
	39.	The alloy of claim 34, wherein said alloy comprises:
		about 9 atom percent chromium;
		about 1.5 atom percent hafnium;
20		about 1.5 atom percent silicon; and
		at least about 85 atom percent aluminum.
	40.	A target for use in an ion plasma deposition process, said target comprising:
	an all	loy comprising
	•	from about 2 atom percent to about 25 atom percent chromium,
25		up to about 4 atom percent of a material selected from the group consisting of
		zirconium, hafnium, tantalum, silicon, yttrium, titanium, lanthanum, cerium, and
		combinations thereof,
		up to about 0.2 percent of a material selected from the group consisting of
		carbon, boron, and combinations thereof, and
30		at least about 70 atom percent aluminum.
	41.	An article for use in a high temperature, oxidative environment, comprising:
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up to about 0.2 percent of a material selected from the group consisting of

a substrate; and

a coating disposed over said substrate, said coating comprising

from about 2 atom percent to about 25 atom percent chromium, up to about 4 atom percent of a material selected from the group consisting of zirconium, hafnium, tantalum, silicon, yttrium, titanium, lanthanum, cerium, and combinations thereof,

up to about 0.2 percent of a material selected from the group consisting of carbon, boron, and combinations thereof, and

at least about 70 atom percent aluminum.